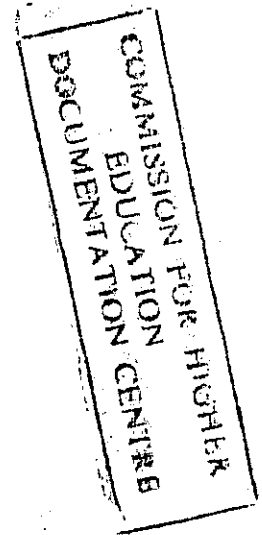




Proposal for the Degree of

Doctor of Philosophy  
in Communication



To be offered under the  
Faculty of Postgraduate Studies

Submitted to the  
Commission for Higher Education  
The Republic of Kenya

Nairobi  
September 2009

This Proposal was approved  
by the Commission for  
Higher Education on  
29/09/2009  
TKL/GO  
AUTHORISED SIGNATURE

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## **1.4 The Objectives of the University**

The objectives of the University are to:

- 1.4.1 Provide resources for university education, training, discussion, research and teaching within the context of Christian truth and commitment, spiritual sensitivity, and obedience to Christ;
- 1.4.2 Provide, with other Christians, academic leadership to the church in Africa so as to address through research, education and consultation, the economic, social and political problems of the African society and those challenges unique to the church of Christ;
- 1.4.3 Provide adequate resources for quality university education, training and research based on biblical concepts and values which reflect the African cultural heritage;
- 1.4.4 Develop in students deeper faith in Jesus Christ and greater commitment to His gospel;
- 1.4.5 Guide students to understand and accept themselves, their individual needs and talents, and to develop their potential for productive life and service;
- 1.4.6 Provide students with a balanced educational programme that helps them to develop and to broaden their perception of the inherent inter-relationship between their physical and spiritual needs, and to develop a holistic approach to life;
- 1.4.7 Equip students to personally commit themselves to evangelism, church planting and leadership;
- 1.4.8 Develop in students a deeper understanding of traditional and modern Africa, and to equip them to effectively provide a Christian approach to socio-economic and political development of the African continent;
- 1.4.9 Play an effective role in the development and expansion of Christian university education in Africa.

## **2. Purpose Statement**

In line with the mission of Daystar University, the Doctor of Philosophy (Ph.D) in Communication program will prepare graduates to effectively articulate and integrate scholarship and Christian faith within the discipline of communication, and promote research for the expansion of God's kingdom in a pluralistic world, especially in Africa. This preparation will enable them to work at research-intensive institutions, church organizations, educational, and various positions in industry. In keeping with African epistemology and ontology, the program will endeavour to take a holistic approach to the discipline of communication; that is, it aims to nurture and equip students for ongoing personal formation, biblical reformation, and social transformation. Given the need to consider both the local and the global, or the contextual and the universalizing

dimensions of communication, the program will examine media studies, development/health communication, corporate communication, and human communication; and their impact on Africa in relation to the worldwide development of communication and its linkage to Christian tradition, both past and present.

### **3. Rationale**

Communication technologies in Africa in the 21<sup>st</sup> century are impacting culture and the church, altering the way that Africans think in a myriad of ways. While Daystar University will continue to provide, with other Christians, academic leadership to the church in Africa so as to address through research, education, and consultation, the economic, social, political, post-colonial, and conflict communication challenges of African societies and those issues unique to the church of Christ, the Ph.D in Communication seeks to provide further education for aspiring servant leaders desiring to integrate their Christian faith with their communication skills, creative abilities and knowledge of communication and the arts in an African context. Our programme seeks to equip our graduates to function in the 21<sup>st</sup> century and beyond on two levels: intellectual and spiritual. On the intellectual front, we aspire to instil within the framework of African values the following qualities in our graduates: critical and creative thinking skills; confidence to commit to African ideas and values; an understanding of the larger context in which they live; opportunity to develop competence to compete in academic, corporate, and governmental arenas. Spiritually, the programme seeks to enable graduates to do the following: know God through Christ as Saviour within an African context; develop an individual, authentic walk with Him; share that journey with others; find a purpose and a calling; and develop the skills to pursue that calling. Finally, in producing a network of Ph.D graduates, Daystar seeks to empower Christians with a powerful voice in our global society through, both development and health communication channels, through corporate communication networks, through both print and electronic media, through media professionalism, teaching and academic scholarship.

### **4. Expected Learning Outcomes of the Ph.D in Communication**

By the end of the program, the students should be able to:

- 4.1 Carry out qualitative and quantitative research in communication to give informed direction to organizations;
- 4.2 Apply communication theories in their work environment;
- 4.3 Apply various communication ethical-based theories in advocating social transformation;
- 4.4 Lead, manage and teach in private and public organizations using communication principles.

## **5. Clientele**

This program is designed for all parties interested in engaging in various dimensions of media studies, corporate communication, development/health communication, and human communication as specified above. Types of students might include persons involved in:

- 5.1 Governmental and non-governmental, corporate communication organs;
- 5.2 Newspaper and magazine publishing;
- 5.3 Media outlets such as broadcast, radio, cable, and internet service providers;
- 5.4 Christian media ministries, non-profit instructional audio visual media, Christian NGO and development agencies;
- 5.5 Academic research, teaching and scholarship in various settings: diploma programs, colleges and universities;
- 5.6 Media research and advertising agencies.

## **6. Regulations**

### **6.1 Admission Requirements**

Admission to the doctoral programme is limited to one August intake annually, comprising a 5-10 member student cohort of candidates of exceptionally high competence and promise. All applicants must meet the entry requirements of the Faculty of Postgraduate Studies, Daystar University. Specifically, the students wishing to enter the Ph.D in Communication program must hold a master's degree in communication. The admission requirements normally include:

- 6.1.1 Evidence of devotion to Christ and good standing with their churches as stipulated in Daystar University's Charter Section 5(1);
- 6.1.2 A 3.30 (on 4.00 system) grade point average in Master of Arts in Communication with thesis or a Master of Arts in Communication without thesis but with at least two research-based papers published in refereed journals.
- 6.1.3 For students whose medium of instruction is not English, and who have not earned an earlier degree at a college or university at which the teaching language is English, a score of 250 out of 300 (computer assisted)/ 500 out of 677 (manual) on the Test of English as a Foreign Language (TOEFL) is required.